

C&W Partnership – ‘One Team’ Work Plan – Inward Investment (Business Attraction)

1. Commitment	2. II Collateral	3. Tools & Systems	4. Future Proof
<p>a. Define inward investment in C&W context</p> <p>b. Secure senior and board level buy-in across C&W partners and identify high level internal sponsors for inward investment</p> <p>c. Carry out initial consultations with Local Authorities ED & II teams, DIT, Key Sites, Growth Hub, other partners</p> <p>d. Identify high level internal and external champions for inward investment</p> <p>e. Agree definition of a ‘good’ project that C&W partners want to attract</p> <p>f. Agree principles of approach to inward investment across the partnership and each partner’s role associated with this</p> <p>g. Agree cross-partnership mini-teams in each agreed workplan area</p>	<p>a. Develop messaging around inward investment benefits and focus</p> <p>b. Define C&W USPs and ‘umbrella’ locational messaging to attract, build and retain businesses</p> <p>c. Identify key sector investment opportunities and routes to market</p> <p>d. Review key sites information and wider C&W impact for business attraction</p> <p>e. Define the C&W business support for SME’s and large companies to be used to support umbrella messaging and promotional activities</p> <p>f. Working with marketing team, define C&W promotional website content requirements and other promotional materials needed</p> <p>g. Consider a branding ‘family’ with Marketing teams</p>	<p>a. Agree the customer journey at each stage from initial enquiry through to account management, and identify supporting tools required.</p> <p>b. Develop single shared project pipeline across the partnership</p> <p>c. Create resource prioritisation tool for inward investment projects and account management allocation follow on</p> <p>d. Confirm current data sources for keeping internal briefings, business attraction messaging and project responses up to date and efficient – where are they and who can access them</p> <p>e. Consider property and site search tool options</p>	<p>a. Identify inward investment co-ordination point and responsibilities going forward</p> <p>b. Identify how to share and access C&W data and locational information from across the partnership</p> <p>c. Identify future data sources for keeping business attraction messaging and project responses up to date and efficient – including where located and who can access</p> <p>d. Review ‘Place’ offer in context of proximity to Manchester and Liverpool</p> <p>e. Develop a (3 year?) rolling plan for inward investment targeting and promotional activities with marketing and local authority partners</p>